

# FORTUNE SUPOSHAN

ANNUAL REPORT 2019-2020



**FORTUNE SUPOSHAN - STRIDING TOWARDS A SUPOSHIT INDIA**

An Initiative By



For a healthy growing nation

Implemented By



## Our Key Motivators

As we complete the fourth year of our journey of SuPoshan, I feel proud as well as inspired. This special project embodies many ideals that we at Adani Foundation strive to achieve in all the core areas of our work. This includes community participation, knowledge sharing, women empowerment and the sustainable development of the most vulnerable sections of a society. The goals of fighting malnutrition and anaemia are, of course, important and drive us to reach the most remote 'aspirational' districts in the country but it is the philosophy and processes set in place to achieve these goals that I value a lot. The way our army of SuPoshan Sanginis ie community guardians are hand-picked, trained, supported, constantly updated and motivated gives all of us at the foundation many reasons to feel joyful. We truly believe that healthy families ultimately lead to prosperous communities.



Dr. Priti G. Adani,  
Chairperson, Adani Foundation

At Adani Wilmar Limited (AWL), we have decided that by keeping a larger objective in mind i.e. 'For a Healthy Growing Nation', we look forward to touching life of every Indian and enabling them to live life fully, thereby making India stronger, healthier and more productive. With SuPoshan Project, we believe that we have just begun and look forward to act as a prime catalyst in the quest against Malnutrition and Anemia faced by the nation. Our team of 'SuPoshan Sanginis' plays role of a knowledge resource and will keep serving the community in the years to come.



T. K. Kannan,  
CEO & MD, Adani Wilmar Limited

## Fortune SuPoshan: A Mission against Malnutrition & Anaemia



Malnutrition and Anaemia are alarming phenomena in India amongst children, women and adolescent girls. The reason is not just poverty, but lack of knowledge and proliferation of myths that have contributed to this crisis. Poor hygiene and sanitation add to the hurdles.

Fortune SuPoshan strives to address these issues with a life-cycle approach through community-based management. This initiative supports the Prime Minister's Overarching Scheme for Holistic Nutrition POSHAN Abhiyaan or National Nutrition Mission. Poshan Abhiyan is the Government of India's flagship programme to improve nutritional outcomes for children, pregnant women and lactating mother. SuPoshan helps the National Nutrition Mission by creating an ecosystem of transformations that work on many fronts to deal with Malnutrition and Anaemia.

Fortune SuPoshan targets children under five years, adolescent girls and reproductive age women with focus on pregnant and lactating women.

It focuses on behavioral change initiative among the target group by promoting healthy food habits. SuPoshan's strategy is to create a fine balance between the preventive and curative aspects for reducing the occurrence of malnutrition and anaemia.

'SuPoshan Sangini' a village health volunteer plays a pivotal role in spreading awareness, referral and promoting behavior change among the target groups to achieve the project objectives. Mothers and would be mothers along with their family's decision-makers are guided through 10 proven points and 1000 golden days concept for curbing malnutrition.

Fortune SuPoshan is present in 12 States through a team of 74 development professionals and approximately 630 SuPoshan Sanginis. Regular training updates them on issues related to malnutrition, anaemia, food habits, nutrition recipes & kitchen garden.

## Goals & objectives

Fortune SuPoshan aims at achieving the goal of reducing malnutrition and anaemia among children below 5, adolescent girls and women. Launched in year 2016, SuPoshan project has adopted life cycle approach with a strong component on Community based management. The project takes curative and preventives actions including awareness generation actions and aligns with Government's National Nutrition Mission and Poshan Abhiyaan.

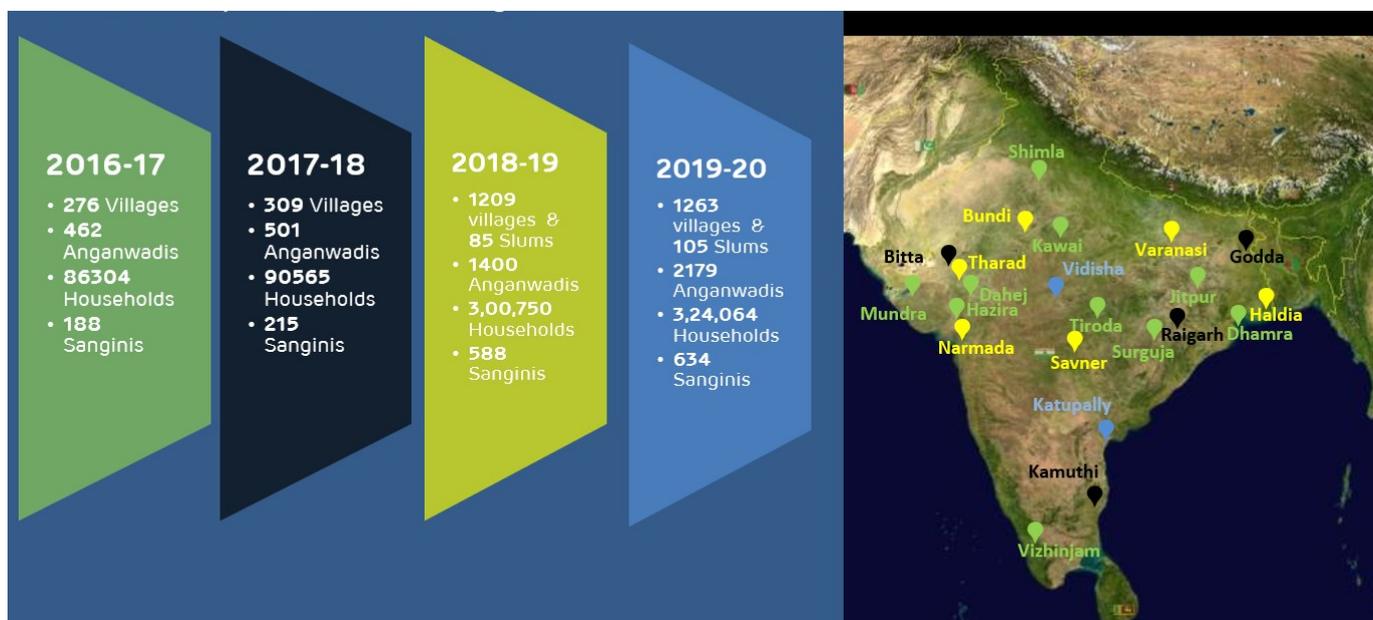
### Key objectives of the project are

- Reduce occurrence of malnutrition among children below 5
- Reduce occurrence of malnutrition and anaemia among adolescent girls and women in reproductive age group
- Creating a pool of resources at community level
- Support Government's effort in reducing IMR & MMR

### Strategies adopted to achieve the objectives

- Focus on 1000 golden Days
- Integrated approach towards prevention and management of malnutrition
- Strengthening POSHAN Abhiyan
- Facilitating access to services

## Journey so far...



Starting with 10 vulnerable locations, the project today reaches to 22 locations of India in 12 states. The project has its presence in 4 aspirational districts of India— Narmada (Guj.), Godda (JH), Baran (Raj.) & Vidisha (MP). In an agreement made with 'Government of Gujarat' in 2018, entire Narmada district of Gujarat was adopted for curbing malnutrition and anaemia under SuPoshan project.



**Incentive based honorarium model for result oriented outcomes**



**Use of latest technology towards screening & counselling beneficiaries on malnutrition and anaemia**

## Salient features of Fortune SuPoshan



**Developing Sustainable community based resource in form of SuPoshan Sanginis**



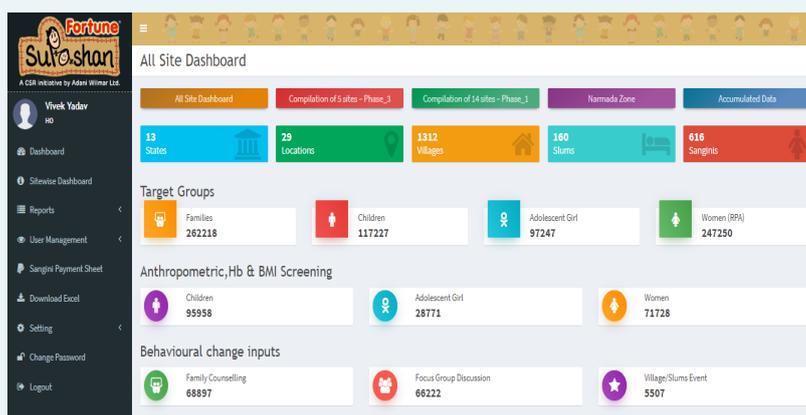
**Strengthening linkages and convergence with existing systems and policies**

# Use of Technology in the project

**Tablets:** Fortune SuPoshan has always strived to using latest and advanced technology towards a more focused and error-free results. Use of mobile tablets by SuPoshan Sanginis in real time data entry, counselling and facilitating discussions using the tablets has brought significant results. Today our SuPoshan Sanginis are not only confident in using these high-tech gadgets but also feel empowered by enhancing their IT related skills.



**Web application:** The web based application is the most helpful and supportive tool across SuPoshan towards project planning and data interpretation. The automatic features in the application makes it easy to retrieve information for specific sites and it also supports field teams in making crucial decisions especially w.r.t. follow-up of Severe cases of Malnutrition and Anaemia.



**Scientific tools** : Most recent and internationally accredited scientific tools like TouchHB, Stadiometer, Infantometer, MOYO charts, MUAC tapes, quality weight machines are used in screening of malnutrition and anaemia.



## MALNUTRITION

Malnutrition manifests itself in various ways like stunting (low height for age), wasting (low weight for height) and being underweight (low weight for age). This is causing tremendous damage to our society and even the economy.

Malnutrition is widely prevalent in India as the outcome of inequalities prevailing in our socio-economic, cultural and gender-related constructs in the society. Children, adolescent girls and women are vulnerable – women in particular as they carry the ill-effects of malnutrition over to the next generations.



Lack of equitable access to not only energy, protein and nutrient/micronutrient rich food, but also to safe drinking water; sanitation and health facilities makes child and maternal malnutrition the largest nutrition related health burden for the country – around 60% of its population is malnourished.

At Fortune SuPoshan, we believe that investment in nutrition of children, adolescent girls and women is the best investment towards strengthening families, societies and ultimately building the nation. Through Fortune SuPoshan, its flagship nutrition programme supported by Adani Wilmar Limited, the foundation is facilitating effective behavior change communication strategies and nutrition support interventions like anthropometric screening, *sneh shivirs*, focused group discussions, games, nutritious and iron rich recipes demonstration, kitchen garden etc.

These interventions are implemented on ground by SuPoshan Sanginis, the community resources who are trained to safeguard the well-being of those around them. They go door-to-door, tracking the health status of children, adolescent girls and women and counsel them to adopt remedial measures as and when required.

# Milestones reached in 2019-20



**22** Project locations in 12 states of India

**92%** Rural coverage

**34%** Beneficiaries are Scheduled Tribes, 10% Schedule caste

**55%** Families below poverty line benefits from the project

**96,052** Total children registered in the project

**52%** Boys and 48% girls is the reach of under 5 beneficiaries in the project

## Programme Inputs (2019-20)

**54,760** Family Counselling

**50,036** Focused Group Discussion

**4594** Village Awareness Events

## Outputs (2019-20)

**2841** Total SAM identified during the year



**1111** SAM with medical complications admitted to NRC



**762** SAM completed full course of treatment



**718** Total SAM Cured



**Anaemia** is a condition in which the number of red blood cells or the haemoglobin concentration within them is lower than normal. Haemoglobin is needed to carry oxygen and if you have too few or abnormal red blood cells, or not enough haemoglobin, there will be a decreased capacity of the blood to carry oxygen to the body's tissues. This results in symptoms such as fatigue, weakness, dizziness and shortness of breath, among others. The optimal haemoglobin concentration needed to meet physiologic needs varies by age, sex, elevation of residence, and pregnancy status

Anaemia is a serious global public health problem that particularly affects young children and pregnant women. WHO estimates that 42% of children less than 5 years of age and 40% of pregnant women worldwide are anaemic.

The most common causes of anaemia include nutritional deficiencies, particularly iron deficiency, though deficiencies in folate, vitamins B12 and A are also important causes; haemoglobinopathies; and infectious diseases, such as malaria, tuberculosis, HIV and parasitic infections.

**In India, as per National Family Health Survey (2015-16), 53.1% of all women in the age group of 15-45 are anaemic.**

As one of the most critical area of intervention Fortune SuPoshan address Anaemia as key programming aspect of intervention to reduce anaemia in adolescent girls and women of reproductive age groups.

Key activities under the interventions are:

- Screening for malnourishment & anaemia
- Promoting iron & nutrient rich food
- Inculcating healthy dietary habits
- Promoting right cooking methods
- Awareness on personal & menstruation hygiene
- Awareness on sexual health
- Referral to CMT/C/NRC
- Supporting communities in accessing national schemes
- Kitchen Garden

**Output 2019-20**

**68,582** screening of adolescent and women on anaemia

**11,252** identified as anaemic

**951** Anaemic Adolescent girls positively shifted to healthy category

**2017** Anaemic women positively shifted to healthy category



SuPoshan Sanginis facilitating awareness on menstrual health using snake & ladder game



Focused group discussion carried out on importance of iron rich food, SuPoshan Sangini leading the discussion

## SuPoshan in Narmada District of Gujarat

In January 2018 NITI Aayog launched the 'Transformation of Aspirational Districts'

- Programme for 115 districts with poor human development index. From Gujarat Narmada & Dahod are two aspirational districts.
- In support to POSHAN ABHIYAN – The Flagship Programme of Government of India, Adani foundation & Adani Wilmar in June 2018 made an agreement with 'Government of Gujarat' for implementation of SuPoshan project in order to make Narmada district malnutrition & anemia free in the coming five years.
- SuPoshan covers all 5 blocks (Nandod, Garudeshwar, Tilakwada, Dediapada & Sagbada) of Narmada district reaching out to 617 villages of 221 gram panchayats in the district.

Being predominantly a tribal district (81.5% tribal population), Narmada is ranking low on nutritional parameter. As per NFHS – 4 2015 -16

As per NFHS 4 -Narmada Nutrition Profile % (0-5 Yrs children)



### Highlights of Narmada district in 2019-20

- The project reached to 104414 households through 195 SuPoshan Sanginis
- 588 children have been admitted to NRC by SuPoshan Sanginis which is 45% more than previous year.
- Out of 11273 children identified as Undernourished, 6173 children shifted to normal



In a state level event Chief Minister of Gujarat Shri Vijay bhai Rupani has appreciated the interventions carried out under SuPoshan project in Aspirational District Narmada.

**Small interventions...Big impact:** A series of activities carried out at community level by SuPoshan Sanginis with objectives to reduce status of malnutrition and anaemia in the region. Project teams thoroughly ensures the quality of any planned objective is delivered with full potential so that maximum results could be achieved. Here are glimpses of those small interventions which has brought smiles on the faces and still tries to attain the maximum impact

**Screening and anthropometry**



**Supporting referral and treatment**



## Kitchen Garden- Encouraging Nutrition Security at Household level



## Awareness creation



### Timely identification– a key to life

**Nurmamd | 18 Months old | Gundala, Mundra, Gujarat | SuPoshan Sangini Jadeja Janakba**

A village, Gundala merely 8 kms away from Mundra block of Gujarat is like other affluent villages in the area. In the village lives a small family of Kurshumbhai (father-34 years), Hazrabai (Mother-28 years) along with one elder daughter (6yrs) and a son Nurmamd.

The family largely depends upon daily labourer works and animals for livelihood. While screening children less than 5 years of age, SuPoshan Sangini Jadeja Janakba Sourabhji found 18 Months old Nurmamd Kurshumbhai Sadam in skin-and-bones, clear signs of visible severe wasting, and a depressed mother. It was evidently frustrating for the SuPoshan Sangini and local health worker to see the child in such poor conditions. SuPoshan Sangini revealed that the mother often remained busy in her daily labor work that she could not take care of her child in terms of feeding him properly either on breastmilk or on supplementary food.

Sensitization on child's deteriorating health conditions due to early onset of acute malnutrition and resourceful guidance to take the child to nearest Child Malnutrition Treatment Center at Mundra, proved fruitful with the mother and child being sent

to the CMTC for further treatment. The SuPoshan Sangini and Asst. SuPoshan Officer admitted the child to the CMTC and kept on visiting the mother for next 15 days of her stay.

Throughout this journey from leaving home alone to the CMTC, and once again back to the everyday privations and struggles of life – Nurmamd and his mother were supported timely by the trained SuPoshan Sangini. The outcomes surprised everyone around in Nurmamd's family and surroundings. A severely acutely malnourished baby weighing merely 4.5 Kgs at 18 months got completely transformed to moderate acute malnourished child of 5.9 KGs in just one month. With continuum of care, right food and adequate motivation to mother Nurmamd turned into a healthy child.

Of course, Nurmamd's story of survival and growth is miraculous to the outside world, but our trained Sanginis are living these miracles everyday by sensitizing community's on nutrition and child care practices.



### “Being a victim or a champion is a choice you make”

**Amisha Rathod | 13-Years-Old | Luvara, Bharuch, Gujarat | SuPoshan Sangini – Varsha Pandit**

13-years-old Amisha Rathod was a brilliant student, but in recent times she complained of lack of interest in studies, being tired and feeling lazy. Not realising the urgency of the issue, Amisha ignored these symptoms. It was only during the Nutrition Awareness and Haemoglobin Screening Session conducted in her school by SuPoshan Sangini Varsha Pandit that she realised gravity of the problem. She got herself examined and became aware that her Haemoglobin level was extremely low at just 8 mg/dl.

The session highlighted how adolescence is a critical stage when growth spurts and hence there is an increased requirement of nutrients for the body. Amisha took high interest in understanding the need for proper food and nutrient intake during this session.

To understand the core issue, SuPoshan Sangini Varsha interacted with the school teachers, who revealed that like Amisha many students relied solely on Mid-day Meals provided at schools. Most of them were coming to school on an empty stomach as their parents, who worked as labourers and left home early in the morning, didn't find time to cook meals for their children.

On hearing this, Varsha realised that it was vital to talk to their parents as well and organised a parent counselling session. She sensitised her mothers on preparing a healthy breakfast for their children before leaving for their daily work to reduce the prevalence and incidence of Anaemia in the adolescent children. Furthermore, through regular home-visits, she encouraged Amisha to take her daily dose of Iron-Folic Acid Tablets provided to her through schools and health centres. Along with that, she also monitored her Haemoglobin level on regular basis and counselled her parents on incorporating iron-rich vegetables, legumes, eggs, red meat, ghee and jaggery in her diet.

The process was slow, but after six months Amisha's Haemoglobin level increased to 12 mg/dl. Amisha also became a nutrition change agent and championed the cause of fighting Anaemia amongst adolescent girls. She encouraged her peers to undergo Haemoglobin screening and promoted healthy eating habits too.

“Losing interest in studies, being lazy or feeling tired seemed very trivial to me until I attended that Awareness Session. Today, this knowledge has empowered me to take care of my health and I feel responsible to spread awareness about anaemia and malnutrition and help others like me.”



## Celebration of special events: Year 2019-

20 was full on community participation in special events. The purpose of these events was envisaged to aware community on specific issues and to ensure their active participation. Our SuPoshan Sanginis who are active members of the same community had also developed her leadership skills by facilitating these events so well. By celebrating national & international events at community level we ensures to maximise the awareness on core issues i.e. malnutrition and anaemia.

## Picture Gallery

### International Women's Day



### World Toilet Day





Poshan Maah



## World Menstrual Hygiene Day

## Picture Gallery



## New born Care Week



## World Breastfeeding Week



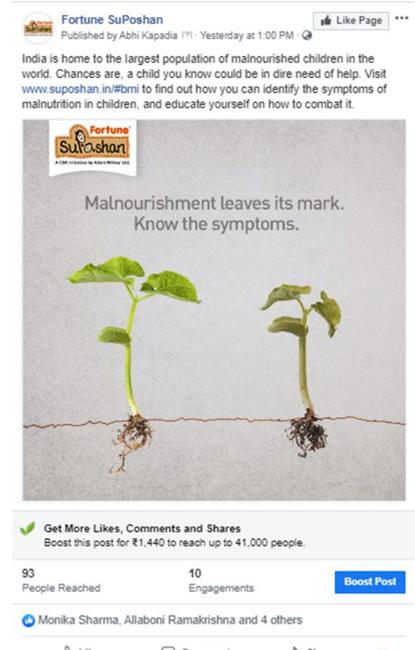
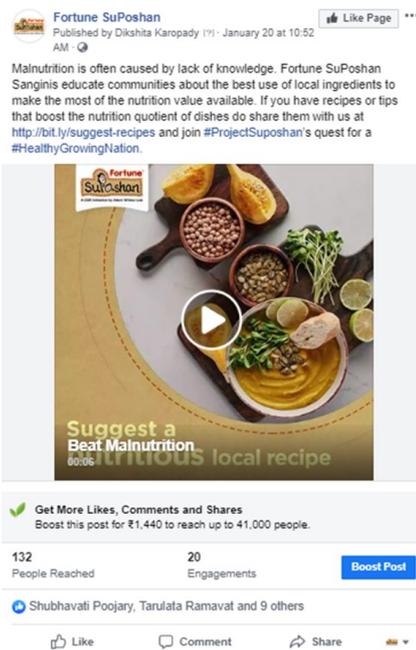
# SuPoshan on Social Media Platform



Total Page followers:  
44,044 till  
Feb' 2020.



## Post Promotions



## स्त्री स्वरुथ रहेगी तो परिवार स्वरुथ रहेगा

**अदानी फाउंडेशन द्वारा विश्व ग्रामीण महिला दिवस, हेंडवॉश-डे, खाद्य दिवस का आयोजन**

गोंदिया (१६ अक्टूबर- युगधर्म) ग्रामीण महिलाओं का ग्रामीण विकास, खाद्य सुरक्षा और महिला उन्मुखन में महत्वपूर्ण योगदान है। साथ ही ग्रामीण महिलाओं की स्थिति में सुधार के लिए पोषण का महत्त्व बनाता, जति-धर्म-धर्म के भेदभाव से उत्पन्न बाधाओं को दूर कर



कार्यक्रम का शुभारंभ सो. रत्ना विक्रम की अध्यक्षता में तथा सो. तारकेश्वरी राऊत, सो. रांगनेकर मैंगम, सो. मिश्रा, सो. विरलक्ष्मी के अतिथि में सांवित्रीबाई फुले की प्रतीमा उन्मुखे कही। के लिए छोटी-छोटी बातां के प्रति प्रस्ताव जनायागुन निमाल की। साथ ही अरुनी

## दैनिक भास्कर

11-Oct-2  
वसोहरा P२

श्रेयुन सुपोषण शुभेशी अत्यार सुधी 14 लाख लोकाना जवनमां सुधारो कराथो नर्मदा जिल्हामां सुपोषण शुभेश डेठण 5.90 लाख लोकाने लाभ भणशे नर्मदा जिल्हामां प्रोजेक्ट डेठण 3 हजार भाणकोना जवन स्तरमां सुधारो कराथो

### जागरूकता कार्यक्रम आयोजित

न्युज सर्विस/न्याज्योति, वृन्दी। अदाणी फाउंडेशन वृन्दी की ओर से राष्ट्रीय पोषण सप्ताह के तहत फाउंडेशन टीम ने गर्भवती व छात्री महिलाओं एवं किशोरियों के साथ मिलकर राष्ट्रीय पोषण सप्ताह के दूसरे दिन



Accusing Dhankar of

### अदाणी फाउंडेशन की संगिनी व्यंजन प्रतियोगिता सम्पन्न

व्युने, लखनऊ। अदाणी फाउंडेशन व अदाणी विद्यार्थी प्रोजेक्ट सुपोषण के सहयोग से सेंटर आयोजितकालेन, सर्वश्रीन महिला एवं बाल विकास के संयुक्त तत्वाधान में संगिनी परम्परागत व्यंजन प्रतियोगिता का आयोजन रायपुर, वैद्यनाथ सारार बरती के विरम भिंदर में किया गया। कार्यक्रम का संवालय प्रियंका विवारी ने किया। कार्यक्रम में सभी सुपोषण संगिनी को बाम से कम लागत में ज्यादा से ज्यादा पोषक तत्व से भरपूर एवं पारंपरागत व्यंजन बनाने के



आधार पर प्रधान, विजयन एवं 12 आपनवादी कार्यकर्ता, 6

## Adani Foundation celebrates 'Global Handwashing Day'

वाराणसी जागरण वाराणसी, 29 नवंबर 2019 दैनिक जागरण 9

### अदाणी फाउंडेशन ने चलाया स्वास्थ्य जागरूकता अभियान

### महिलाएं परिवार की धुरी स्वास्थ्य की न करें अनदेखी

वाराणसी। अदाणी फाउंडेशन और सखी पैड बैंक की ओर से बुधवार को राजघाट स्थित किलाकोना अदाणी फाउंडेशन और सखी पैड बैंक की ओर से हुआ कार्यक्रम काटा, बुधवार 16 अक्टूबर, 2019 | 18

### हाथ धोने का सही तरीका बताकर किया जागरूक

सेहत : ग्रामीणों की हुई स्वास्थ्य जांच शिविर में नवजात शिशु देखभाल व कुपोषण मुक्ति का दिया संदेश



## राष्ट्रीय पोषण सप्ताह मनाया



के.के.के. काठगुड़ी

### 8 दैनिक जागरण वाराणसी, 17 अक्टूबर 2019

### विश्व खाद्य दिवस पर 800 लोग जागरूक किए गए

जैसे, वाराणसी : अदाणी फाउंडेशन ने विश्व खाद्य दिवस पर बुधवार को आठ सौ से ज्यादा लोगों को जागरूक किया। इनमें करीब दो सौ बच्चे शामिल रहे। क्लस्टर इंजार्ज प्रियंका विवारी ने राजघाट स्थित प्राथमिक विद्यालय में बच्चों को भोजन के महत्व के बारे में जानकारी दी। उन्होंने कहा कि संतुलित आहार बच्चों का अधिकार है। सुपोषण संगिनी डिपल बिंद ने बच्चों को भोजन बर्बाद न करने की सीख दी। कर्ताकि: भोजन



अदाणी फाउंडेशन सामाजिक सरोकार की दिशा में कर रहा जमीनी पर काम

### झुग्गी बस्तियों में कुपोषण से मोर्चा



लोको झिन्पुर में आयोजित विशेष जांच शिविर में परीक्षण करती विक्रिसक • जागरण

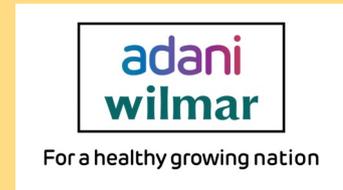
### विश्व एड्स दिवस पर अदाणी फाउंडेशन का जागरूकता कार्यक्रम

## List of abbreviations

AWL	- Adani Wilmar Limited
ASDC	- Adani Skill & Development Centre
CMTC	- Child Malnutrition Treatment Centre
CSR	- Corporate Social Responsibility
FMCG	- Fast-moving Consumer Goods
GUJ	- Gujarat State of India
HIV	- Human Immunodeficiency Virus
JH	- Jharkhand State of India
MAM	- Moderately Acute Malnourished
MTC	- Malnutrition Treatment Centre
MUAC	- Mid Upper Arm Circumference
MP	- Madhya Pradesh state of India
NRC	- Nutrition Rehabilitation Centre
RAJ	- Rajasthan State of India
SAM	- Severe Acute Malnourished

# Adani Wilmar Limited

## For a Healthy Growing Nation



Adani Wilmar Limited (AWL) is a joint venture incorporated in January 1999 between Adani Group - the leaders in private infrastructure and Wilmar International Limited - Singapore, Asia's leading Agri business group. It is one of the fastest growing food FMCG companies in India. The Company has the largest range of edible oils spanning across the categories of Soya, Sun, Mustard, Rice bran, Groundnut, Cottonseed and the revolutionary Vivo oil. The company has extended its basket of offering with the introduction of soap – Alife. Besides oil, AWL has also forayed into packed Basmati Rice, Pulses, Soya Chunks, Besan and Wheat Flour. The product portfolio of Adani Wilmar spans under various brands along with their flagship brand – Fortune. Adani Wilmar Limited also caters to institutional demand through its industry essential range which includes bulk packs of consumer essentials as well as Lauric & Bakery fats, Castor Oil derivatives, Oleo chemicals and Soya value added products.

AWL has associated with Adani Foundation to successfully implement the Project SuPoshan, the quest against malnutrition and anaemia among the target groups at various locations in the country as a part of 'Corporate Social Responsibility'.

## Adani Foundation

### Meaningfully Transforming Lives



Adani Foundation was established in 1996 by the Adani Group as its CSR arm. It shares the core values of the Adani Group – Growth with Goodness. Through The Adani Foundation, the Adani Group endeavours to make the people and the communities a part of the growth story.

The primary approach of Adani Foundation has been an inclusive and sustainable growth of the communities. Adani Foundation works in four core areas namely, Education, Community Health, Sustainable Livelihood Development and Infrastructure Development while aligning with the Sustainable Development Goals. In addition, Adani Foundation undertakes four special projects nation-wide namely, SuPoshan, Swachhagraha, Saksham and Udaan.

Swachhagraha is a quest to create a culture of cleanliness. It takes the *Swachh Bharat Abhiyan* a step further and aims to ensure that India remains litter free beyond 2019 and forever.

Project Saksham is an initiative of the Adani Skill Development Centre (ASDC) where the foundation conducts skill-based training programmes for the youth of India, thereby increasing their skill sets and employability.

Udaan is a learning based initiative where an exposure tour is organized for the youth coming from various schools / colleges across the states of Gujarat, Rajasthan, Maharashtra, Kerala. They get an insight into the large scale business activities carried out at Adani Port, Adani Power & Adani Wilmar facilities at the Mundra site, to there.

Till date, Adani Foundation has brought change in the lives of 3.4 million beneficiaries through its various initiatives spread across 18 states of India.